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Utility.Com Becomes An Alternative Energy Provider In Nevada 04/07/99.

Author/s:

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ALBANY, CALIFORNIA, U.S.A., 1999 APR 7 (NB) -- By Steve Gold, Newsbytes. A new Internet-based utility company, Utility.com, has arrived on the marketplace in California. As the name implies, the electricity supply firm is heavily into the Internet and, while it won't allow users to power their homes using the Internet just yet, does offer discounts of up to 15 percent and the ability to track electricity consumption online. The firm, a subsidiary of Idealab, the firm behind the Free-PC and eToys operations, allows users in California to buy their electricity at a discount and then log on the company's Web site for consumption information, as well as billing details. Utility.com says it plans to roll out services to Pennsylvania, Massachusetts and Rhode Island by this summer and, by the end of the year, hopes to offer services in New Jersey, Nevada, Arizona, and New York, so reaching all of the states that allow customers to choose their electric suppliers. According to Chris King, the firm's chief executive officer (CEO), who yesterday testified before the Nevada State Senate on the topic of deregulation, Utility.com has already acquired the industry's first license to supply electricity in the state of Nevada. "Residential and small business customers comprise over 90 percent of all the electricity consumers in Nevada," he said, adding that, for decades, the largest consumers of electricity have been dominant in regulatory matters. "In an open market, companies like Utility.com can better meet the needs and offer lower electricity prices to smaller energy consumers," he said. According to King, electricity competition greatly benefits small users, and does so very quickly. "They will see lower prices, and just as telephone deregulation swept away the black rotary telephone, consumer choice will result in breakthroughs in areas from electric metering to home automation," he said. Utility.com says that its Web site at <http://www.utility.com>, allows users to gain access to their accounts, and compare their existing suppliers' rates with those of the firm. Once a customer of the company, Utility.com says its users can track their daily energy consumption, pay their bills online, and even get a customized appliance analysis with recommendations on how to reduce energy costs even more. As well as offering customers access to reduced electricity rates, Utility.com says it is also donating 5 percent of its profits to environmental, health, and other charities. Reported by Newsbytes News Network, <http://www.newsbytes.com>. (19990407/Press Contact: Scott Green, Stirling & Karbo PR 650-513-0983/WIRES ONLINE, BUSINESS/)

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